

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>47243</b>
	Alt Order #:	08837049
	Product Desc:	ISSUE
	Estimate:	11542
	Flight Dates:	09/17/12 - 09/23/12
	Original Date / Rev:	08/03/12 / 08/06/12
	Order Type:	GENERAL

	<b>KUCW-TV</b>
Primary AE:	<u>Continental Washington DC</u>
Sales Office:	<u>CNAT</u>
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Wired Media Partners</b>
	Buying Contact:	Chris Vail
	Billing Contact:	
		11350 Random Hills Road
		Fairfax, VA 22030

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>Center Forward</b>
	Demographic:	A35+
	Product Codes:	Issues/Propositions
	Priority:	P-3
	Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/21/12	12	\$4,650.00	\$3,952.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	12	\$4,650.00	\$3,952.50	0.00
<b>Totals</b>	12	\$4,650.00	\$3,952.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
KUCW-TV	30%	\$4,650.00
Market	100%	\$15,500.00

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	0%	\$0.00
KSTU	0%	\$0.00
KTVX	70%	\$10,850.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	09/17/12	09/21/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p	MTWTF--	:30	2	\$75.00	P-4	0.00	NM	2	\$150.00
RULES OF ENGAGEMENT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$75.00		0.00				
E 2	KUCW	09/17/12	09/21/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00

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 Alt Order #: 08837049  
 Flight Dates: 09/17/12 - 09/23/12

Advertiser: Center Forward  
 Product Desc: ISSUE  
 Estimate: 11542

KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					5	\$400.00		0.00			
E 3	KUCW	09/17/12	09/21/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
BIG BANG THEORY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					5	\$500.00		0.00			
													Totals	12	\$4,650.00